The Fifth Estate
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RADIO TELEVISION CABLE SATELLITE

Broadcasting May 9

FIRST WE LISTEN

America's Most Responsive Radio Networks

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57th Year 1988

NBC makes cable move

Growing activity in foreign TV

Vol 114 No 19

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Sizzle and substance at NCTA 88...page 23

NBC stakes claim in cable...page 24

Viacom ends first round of 'Cosby' marketing...page 29

SKETCHING OUT THE DIMENSIONS □ ABC's *Nightline* provides seven-and-a-half hours of coverage from Israel, providing, in host Ted Koppel's view, context to Arab-Israeli problem. **PAGE 30.**

LEAVING TVX □ Tim McDonald resigns as president of TVX Broadcast Group, following completion of financing for purchase of Taft stations. **PAGE 30.**

NCTA 88 □ Almost 14,000 gather in Los Angeles for NCTA's annual convention, where programing, technology and legislative matters draw industry attention, **PAGE 23.** HDTV is again in spotlight, **PAGE 31.** Hill aide, Mark MacCarthy, says burden is on cable to prove that telcos should continue to be excluded from cable business, **PAGE 32.** Republican Senator Alan Simpson from Wyoming says Senator Al Gore's (D-Tenn.) TVRO bill is not moving this year, but aide to Gore says it will "come up in some form," **PAGE 37.** Pay cable services show new growth, **PAGE 39.** Home shopping networks expected to be $2-billion business by 1990, **PAGE 40.** Clearwater, Fla.-based Home Shopping Network plans new 24-hour cable network that would report on entertainment industry, **PAGE 41.** The Movie Channel unveils new look, backed by marketing campaign in excess of $5 million, **PAGE 42.**

PROGRAMING IN PARADISE □ Almost 7,000 program buyers, sellers and producers meet in Cannes, France, for 1988 MIP-TV international programing market. International TV business is growing fast and mood of show and industry is upbeat. But some problems are evident as MIP-TV market unfolds. Coverage of event begins on **PAGE 46.**

MOTIVATED □ Two 24-hour motivational networks for AM stations target new demographic niche. **PAGE 56.**

SO FAR, SO GOOD FOR CABLE □ Amid reports of cable's growing penetration and revenues, allegations of anticompetitive activity are being heard. So far, government agencies appear to see no reason to act, but some on Hill are concerned. **PAGE 59.**

TURNED DOWN □ FCC rejects KQED Inc.'s application for renewal of its license to noncommercial KQEC(TV) San Francisco. Company will appeal, says KQED president and CEO, Anthony Tiano. **PAGE 61.**

CTS NEWSMAN □ CBS's Eric Ober has spent 20 of his 22 years at network directly connected to news. That involvement in newsroom decisions, he says, has provided "preparation for everything I've had to do in life," including readying him for his most current post as president of CBS Television Stations. **PAGE 87.**

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